

Angela Chou

Product Manager | Growth Marketer | Design Strategist

EXPERIENCE

○ 2019 - present San Francisco, CA

Grocket Consulting - *Product Consultant*

- Developing product and growth strategies, roadmaps, and rapid delivery of features across health, logistics, and social impact industries.

○ 2017 - 2019 San Francisco, CA

Vevo - *Head of Product (promoted from Senior Product Manager)*

- Kickstarted and led the Vevo Audience Development & Growth program, resulting in over 15% sustained growth in video viewership and an incremental \$3.5M in annual revenue.
- Developed product strategy for next generation content distribution, promotion, experimentation, and monetization platform, improving CSAT by 36% through automated workflows, customer experience, and operational excellence.
- Inspired and managed product team and product squads, establishing a culture promoting team autonomy, diversity & inclusion, and learning.

○ 2015 - 2017 San Francisco, CA

NerdWallet - *Product Lead, Growth & New Markets*

- Established and led product squad focusing on audience growth by scaling SEO for high intent users, broadening content distribution, and diversifying traffic channels.
- Product lead for the discovery and delivery of 10 zero-to-one web and mobile financial tools and marketplace apps that rank as the #1 search result for top keywords, adding tens of millions of users and dollars.
- Built growth model and strategy for new financial verticals, including Investing and Mortgages, partnering with cross-functional teams to more than 1000x our revenue in < 2 years.

○ 2014 - 2015 San Francisco, CA

Redfin - *Product Manager, Customer Growth & Engagement*

- Launched redesigned agent contact experience informed by experimentation, competitive and market research, and user studies, resulting in a 30% increase in demand.

○ 2013 - 2014 San Francisco, CA


Zillow Group - *Product Manager, New Ventures*

- Managed end-to-end Mortgage Marketplace experience, including ratings & reviews platform, increasing lead conversion by 15%.

○ 2006 - 2013 San Francisco, CA

CBS Interactive - *Senior Product Manager, Ad Products*

- Created innovative industry leading ad products across portfolio of 15 web properties with >\$350M in annual revenue.
- Led and mentored team of product managers to deliver experiences that maximize user and business value.

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ABOUT ME

Product Manager and leader delivering best-in-class product experiences by obsessing over customers and building strong collaborative teams.

"I create, operationalize, and scale sustained growth from defining product strategy all the way through tactical execution while having fun along the way!"

SKILLS

User Acquisition & Distribution:
SEO, Content, Social, email

Digital Marketing & Advertising:
Search, Social, Brand, Native, Display

Business & Product Strategy

Digital Analytics & Measurement

Experiment Design

Funnel Optimization

Online Marketplaces

Product Discovery & Delivery

Design Thinking

Design & Strategy Sprints

Agile - Certified Scrum Master

Web, Mobile, & Video Tech

VOLUNTEER

ShelterTech
Product Manager Generalist

EDUCATION

University of California, Irvine
B.A. Political Science
Minors: Business Management,
Film & Media Studies

University of California, LA
Certificate in Design
Communication Arts

General Assembly
Certificate in Product Management